

Energize Everett

Mass in Motion 2013 Community Report

About Energize Everett, a Program of the City of Everett Health Department

Energize Everett works locally to increase opportunities for Everett residents to eat better and move more in the places they live, learn, work, and play. Everett is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

Priority Initiatives

- Healthy Markets – offering healthier options at neighborhood convenience stores
- Built Environment – designing vibrant, active neighborhoods for bikers and walkers
- Healthy Vending – offering healthier options in vending machines and at concession stands
- Healthy Dining – offering healthier options at local restaurants
- Safe Routes to School (SRTS) – making safe, walkable routes to school
- School Nutrition – offering healthier foods in schools
- Farmers' Markets – making local produce affordable and accessible
- Parks and Recreation – creating safe and inviting places for play and physical activity

Accomplishments

- **6 schools** continue to participate in SRTS.
- **4 corner stores** participate in the Healthy Market initiative.
- The **1st restaurant** was recruited for the Healthy Dining initiative.
- **1 farmers' market** is now accepting WIC/SNAP.
- **189 SNAP purchases** in 2013, an increase of **70** from the previous year.
- **1 new winter farmers' market** was created.

Quote

"The Mass in Motion concept of focusing on systems and policy change through coalition work is a great model." Valerie Spain, Director of Energize Everett

Obesity Rate: 23.6 - 45

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Success Story

Energize Everett's (EE) biggest success was leveraging collaborations with city coalitions to get public health work accomplished. There are strong community coalitions serving diverse populations and

interests, and Energize Everett has tapped into that powerful community network to build support for its programs. EE facilitated passage of a Healthy Vending Policy, a Complete Streets resolution, as well as a Joint Use agreement between the city and schools.

Healthy Eating Highlights

- In addition to Everett's first active healthy dining restaurant which highlights healthy menu options so customers can see which meals are healthy, EE – with the help of the Everett food inspector – approached three more restaurants, including at least one ethnic, to join the program.
- Four corner store participants are eager to learn how to market and sell produce. A produce consultant was hired to teach help with produce marketing skills to store owners and assist them in increasing sales.

Active Living Highlights

- Energize Everett (EE) Facilitated the signing of a Joint Use agreement between the city and Everett public schools, which opened an elementary school gym for use by the community.
- EE also educated and collaborated with the Planning Department on a Complete Streets resolution and a Design Guidebook, and facilitated the passage of the resolution.
- In order to make the best use of the space and promote active families, Energize Everett and the Recreation Department created a Family Fitness program which quickly attracted a core group of parents and children who participate every week.

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Community Partners – Working Together in Everett

ECHP-Everett Community Health Partners, Cambridge Health Alliance, Hallmark Health, MGH, TEASA-Teens in Everett Against Substance Abuse, JCCHCE-Joint Committee for Child Health Care in Everett and JCCHCE youth group: KUBS (Kids United By Service), Boys & Girls Club, La Comunidad (Spanish), Better Tomorrow (Haitian), Action for Regional Equity, Tri-CAP-Hunger Network, Zion Baptist , Grace Episcopal, First United Baptist

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